



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

МАТЕРІАЛИ

**XIV ВСЕУКРАЇНСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
СТУДЕНТІВ, АСПІРАНТІВ ТА ВИКЛАДАЧІВ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
КАФЕДРИ ІНОЗЕМНИХ МОВ**

«TO MAKE THE WORLD SMARTER AND SAFER»

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**Суми
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SECTION 4 SOCIAL, PEDAGOGICAL AND LINGUISTIC SCIENCES

MASS PANIC AND TECHNOLOGY

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Mass panic is an emotional condition of mass, which characterized by a feeling of uncontrollable fear of a certain danger, which spreads in the process of mass «infection» with a loss of self-control.

We can consider mechanisms, causes and consequences of mass panic on the example of October 30, 1938. On that day, a radio play based on H. Wells' book "The War of the Worlds", caused a huge panic among the population of the entire state of New Jersey. Millions of people from different cities fled their homes with fear as they believed that the Martian troops had actually landed on Earth and wanted to capture it.

The main reason for this reaction is, first and foremost, the very low level of information about this "incident" and the excessively realistic nature, as the show started without warning and interrupted the programs that were already underway. People did not have a clear idea of what was going on, so they simply ran away from their homes to escape a threat they knew nothing about. In this case, the main mechanisms of mass panic were the unexpectedness and lack of information in a dangerous (in the understanding of the people) situation, as well as the mass contamination of fear and anxiety emotions.

The consequences of this disorder were great material damage and moral (and sometimes physical) harm to the population. In addition, this situation caused a riot in the cities: the main institutions could not work, traffic could not move through the country.

Basing on this historical example, we must remember that modern technology can not only help humanity, but also can cause

mass disorder and damage of all kinds. Therefore, it is important to use technology in a beneficial and reasonable way.

MOST EFFECTIVE ADVERTISING FORMS

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The intensive development of advertising communication is a powerful tool for the sale of goods and services, as well as a means of active economic and technological improvement, the development of Internet sites and determines the face of the modern Internet [1].

Unlike traditional advertising online advertising is still developing but has several advantages:

- It responds quickly to consumer needs. Information on the site can be changed several times a day, while traditional ads must be prepared at least for a week;
- It covers a large audience;
- We see it involuntarily, like a TV commercial;
- It is less expensive in comparison to TV advertising;
- The simplicity in evaluating its effect with the help of special services.

It is the opportunity to be in constant contact with consumer and track statistics does online advertising the most effective tool. As the Internet user sees and hears around a variety of offers, and more often searches and forms specific queries, so *search engine optimization(SEO)* becomes the most important.

According to statistics, search engine optimization has the highest percentage of reach and conversion rate. A simple scheme looks like this: a consumer search query is the content of the site corresponding to that query, and the presence of a top issue - a visit to the site by a consumer - is a purchase.

Contextual advertising also appears in response to a search engine a top query above the top Google issue list. It is Google partner sites already with a graphic image, without some search